



Creative Destruction Lab Course ENTRE 490/579

Creative Destruction Lab (CDL) is an international experiential entrepreneurship accelerator focused on building massively scalable, seed-stage, science and engineering-based companies. CDL was launched at the Foster School in Fall 2021 with support from UW, Microsoft, the Allen Institute, and leading Seattle entrepreneurs and investors. (More information available here: [Seattle - Creative Destruction Lab](#))

The CDL course requires a 2 quarter commitment, Autumn and Winter, so that your learning and projects can be coordinated with the CDL accelerator program. Through this course, you will gain practical, interdisciplinary experience melding science, engineering, business, and community perspectives. You are expected to observe, participate in, and learn from the immersive experience of working on an early stage startup project for 4 – 6 hours per week. I will advise you through projects and meet with you as needed to support your project effort.

Student projects typically revolve around customer discovery, market sizing, competitive analysis, pricing analysis, market selection and entry strategy, investor pitch development, branding, operational efficiency, business development and growth, and staff planning. These projects can serve as a path to future employment, as many of the startups are interested in hiring students they have worked with.

The class will meet 4 times per quarter. Class sessions will be held on Wednesdays from 3:30 to 5:30pm. For the 2023-2024 academic year, the course will meet on the following dates:

- September 27, 2023
- October 11
- October 25
- December 6
- January 3, 2024
- February 21
- February 28
- March 6

Outside of class, you will be expected to attend additional CDL Sessions (every 8 weeks) in which industry mentors critique, advise, and modify startup objectives to guide the startup founders through building massively scalable businesses. For the 2023-2024 academic year, the CDL session dates are listed below. Recognizing you will have commitments to other classes, you are asked to attend only as many of the session events as possible.

- October 19: CDL Session 1 – Manufacturing
- October 20: CDL Session 1 – Computational Health
- December 14: *Virtual* CDL Session 2 - Manufacturing
- December 15: *Virtual* CDL Session 2 – Computational Health
- February 22: CDL Session 3 – Manufacturing
- February 23: CDL Session 3 – Computational Health
- April 18: CDL Session 4 – Manufacturing
- April 19: CDL Session 4 – Computational Health



The CDL course welcomes UW graduate and undergraduate students of business, quantitative and qualitative sciences, engineering, design, operations, law, and medicine. The CDL course should be compelling for students interested in entrepreneurship, strategy, and consulting. CDL is 2 credits per quarter, and it fulfills a full-time MBA Practical Experience requirement.

The course is taught by [Teddy Johnson](#). Teddy is the Director of Technology Development at the Institute of Translational Health Sciences, a clinical associate professor in the UW School of Pharmacy, and a licensed professional engineer in the state of California. He specializes in market entry strategy and has celebrated 2 IPOs and 4 acquisitions, serving several start-up and Fortune 500 companies in research, design, marketing, and sales leadership roles for 25 years, prior to joining UW.

Do apply for this class if:

- You want to understand how to build an early stage manufacturing or healthcare startup
- You enjoy original thinking
- You are able to glean insights from unclear user/customer feedback

Do not apply for this class if:

- You are uncomfortable with ambiguity
- You struggle with self-motivation

Note for International Students

The CDL course assignments and projects done for CDL ventures do not constitute professional “work.” This course is purposefully designed for students to learn from their venture experience as an “in real life” case study. Sample student projects listed above are selected to provide a diverse range of business learning opportunities. Many students come to CDL with some professional expertise, but ventures are actively prevented from requiring students to provide professional services.

To apply for the Creative Destruction Lab Course

Send an email to: teddy.johnson@creativedestructionlab.com with “CDL Application” in the subject line. Include all of the following:

1. Resume/CV, link to LinkedIn profile, or link to portfolio
2. One paragraph response to: “How would participation in the CDL course help you achieve your goals?”
3. Response to: “Entrepreneurship is all about knowing when to pivot and how to correct mis-steps. Write about a time you made a significant mistake and how you corrected the situation.”

Application Deadlines:

Round 1: April 9, 2023 (notification of decision/waitlist by April 17)

Round 2: July 16, 2023 (notification of decision/waitlist by July 24)

Later submissions will be considered for admission on a rolling basis throughout the summer.